

IN THE SPECIFICATION

Please amend the paragraph beginning on page 6, line 5, as follows:

The enhancement data according to the ATVEF Specification may include enhancements each having the following components: a ATVEF announcement, a resource and a trigger. The three components may be transmitted using Internet protocol (IP) multicast to the receivers. An IP multicast standard is described in Request for Comment (RFC 1301) entitled "Multicast Transport Protocol". RFCs may be available on the world wide web at web site address <http://www.ietf.org/rfc.html>.

Please amend the paragraph beginning on page 10, line 20, as follows:

Conversely, if the viewer responds to the inquiry (diamond 48), the incentive data may then be stored (block 50) and is effectively earned by the viewer. Thereafter, the viewer may make an inquiry for status information as indicated in diamond 52. In such case, as indicated in 54, the viewer may be provided with the display of the type shown in Figure 4. Absent an inquiry for such a display, the flow may recycle back to the beginning.

Please amend the paragraph beginning on page 11, line 3, as follows:

In addition, the viewer may request the overall status of all the incentives that have been received as indicated in diamond 56. In such case, the user may receive a display of the collection of incentives the viewer has received as indicated in block 58. For example, a incentive book or a collection of trading cards may be displayed in a graphical user interface which operates like a book. The user may turn from page to page by clicking on an appropriate icon as indicated at 60 and 62 so that the viewer may page, page by page, through the incentive book.